

"European TreeTag Campaign 2024: from awareness to political embedding"



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DODRYWAM WAZNA ROLE, PORIEWAZ W CIAGU ROKU:

<p>PRZECZYTYTUJE 900 WOD - OPADOWYCH ZAPOBIEGAJAC POWODZIOM</p>	<p>OCZYSZCZAM POWIETRZE USTAWIANIE 12 85 ZANIECZYSZCZEN</p>
<p>PRODUKUJE TLEN W ILOSCI WYSTARCZAJACE DO ODDECHANIA PRZEZ 187</p>	<p>MAGAZYNUJE 4 3400 CO₂ CO TYLKO WAMODNO WALKOWY PRZEBIEG PRZEJEDZAJAC 14 613</p>

WIELE, WIELE INNYCH!

#EUTreeTag



Cecilia Zanzi
FITOCONSULT SRL
ITALY



Mark Rotteveel
Pius Floris Boomverzorging
NETHERLANDS



AWARENESS OF THE SOCIETAL VALUE OF TREES

Trees are valuable for climate, biodiversity and health.



This is well known among professionals, **but is it sufficiently recognized in society?**



TREES AS A VALUABLE ASSET

The problem in our cities is preserve large trees + plant and maintain new, sustainable trees!



We have to secure structural funding for preservation, planting and maintenance



**AVERAGE SPAN OF LIFE OF A
CITY TREE: 8 YEARS.**

**We set goals to increase
canopy cover for healthy and
climate resilient cities**

But... In reality canopy cover is
decreasing almost everywhere

WHY?





**TREES ARE DYING EVERYWHERE.
PRESERVE THE TREE OR DO WE
GIVE PRIORITY TO THE BUILDING?**



**IF WE WANT TO INCREASE THE
CANOPY COVER IS ESSENTIAL THAT
SOCIETY KNOW ABOUT THE VALUE
OF TREES**

ATTENTION TO PRIVATE TREES

Privately owned trees contribute significantly to urban climate resilience



Why is this often overlooked in many municipalities, with minimal policies in place?



TREES AS PROVIDERS OF ECOLOGICAL BENEFITS

Trees are important! They provide us with numerous services, like cooling, water retention, air purification, oxygen production, ...



HEALTHIER URBAN FORESTS!

Our goal with Tree Tag Campaign: increasing awareness to create **healthier urban forests** and increase **canopy cover!**





TreeTags

WHERE IT ALL STARTED...

2019: 2nd European i-Tree Conference Malmö
 Presentation of Jenny Garden – Australia

Treetag-projects to create awareness



Great educational tool for kids

Wonderful idea!

Definitely need more tags around schools and libraries

Fantastic idea!

Fun for people to see and recognise

Good to have a figure...people can relate to easily

When you see them, you know they're something special so you go and have a look

Before I thought it was old and ugly but after reading the information on the tag I don't think that anymore... ..yes, I will view other trees differently now

Makes people appreciate trees

THE EFFECT WAS ENORMOUS!

People from all over the world are sending emails to Melbourne's trees

Melbourne gave 70,000 trees email addresses so people could report on their condition. But instead people are writing love letters, existential queries and sometimes just bad puns.

Dear Moreton Bay Fig,

You are beautiful. Sometimes I sit or walk under you and feel happier.

I love the way the light looks through your leaves and how your branches come down so low and wide it is almost as if you are trying to hug me. It is nice to have you so close, I should try to visit more often.

You are my favourite tree because you are a native, standing proud in a cultivated English garden of colonising trees, imported to remind settlers of a home they may never return to. You remind me to be as strong and beautiful as you are.



June 18 2020: First TreeTag campaign

150 trees
60 municipalities
Netherlands, Belgium, Sweden and England



So much reactions!



TreeTag: kaartjes aan bomen vertellen hoe belangrijk ze zijn

Het is wachten op de eerste liefdesbrief aan de rode beuk



Mark Pothmann plaatst een TreeTag in Alphen.

De boomverzorging in Alphen gaat verken worden. Maar gisteren werd bij twee bomen van de Castillejastraat een de af-
tag plaatst van de actie TreeTag.

Mark Pothmann
Alphen

Meer dan een miljoen bomen in Nederland, België, Engeland en Zwitserland zijn al voorzien van een TreeTag, een klein kaartje met informatie over de boom.

Dit is een kaartje van TreeTag, een duurzame post op je boom, er hangen aan beide zijden van de boom, zodat de informatie erop makkelijk te lezen is. Het kaartje is gemaakt van gerecycled papier en is dus ook duurzaam.

Klimaatopwarming
Een TreeTag actie in Alphen, die helpt bij het bewustzijn van klimaatopwarming, wat een succes is. Het is een actie van de gemeente Alphen aan den Rijn.



Why was it such a success?

1. We made the benefits of trees clear in understandable language.

Treeconomics **PIUS FLORIS**
BOOMVERZORGING

PIUS FLORIS BOOMVERZORGING TREETAG

*Ik ben een
Zomereik - Quercus robur*

Ik heb een stamdiameter van 100 cm
Ik heb een hoogte van 22,5 m
Ik heb 809 aan bladeren

IK BEN BELANGRIJK WANT:

IK LEVER JAARLIJKS <u>499</u> dagen ZUURSTOF VOOR 1 PERSOON		IK HOUD JAARLIJKS <u>2.800</u> liter REGEN WATER VAST	
IK VANG JAARLIJKS <u>914</u> gram LUCHT VERVUILING AF		IK VANG JAARLIJKS <u>115</u> kilogram CO₂ AF	

Totaal heb ik 4.173 kilogram koolstof opgeslagen.
Dit staat gelijk aan 140.504 autokilometers.

MAAK EEN FOTO EN TAG MIJ OP INSTAGRAM!
#TreeTag

Scanneer QR code voor meer informatie!

© 2015 TreeTag, een initiatief van de Nederlandse Vereniging van Boomverzorgers (NVB)

Why was it such a success?

1. We made the benefits of trees clear in understandable language.
2. One big campaign: 150 trees tagged at one day.



Gewone vleugelnoot

Jaarlijkse zuurstofproductie (1 persoon)	130 dagen
Jaarlijkse regenwater-interceptie	5800 liter
Jaarlijkse afvang-luchtwerveling	1670 gram
Jaarlijkse afvang CO2	31 kilogram
Totaal opgenomen stoffen	5614 kilogram



Why was it such a success?

1. We made the benefits of trees clear in understandable language.
2. One big campaign: 150 trees tagged at one day.
3. Press releases to local newspapers and social media posts with specific data of every tree.



de Gelderlander

REGIO ALGEMEEN SPORT VIDEO OPINIE FUN

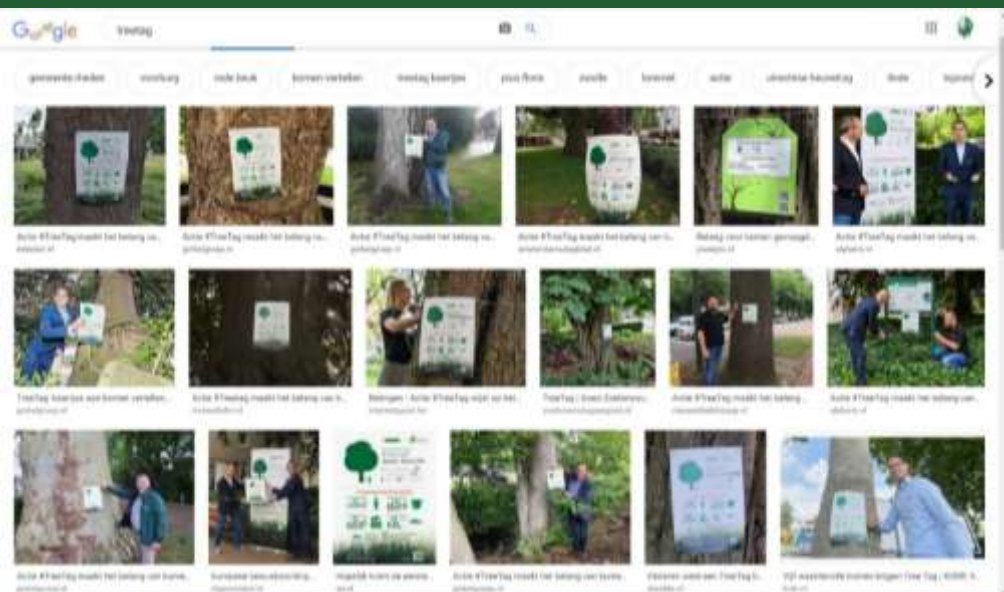
Regio wijzigen Arnhem e.o. Nijmegen e.o. Achterhoek Betuwe De Vallei Liemers



▲ De linde in Sambeek © Pius Floris Boomverzorging Nederland

Oude Sambeekse linde krijgt TreeTag: 'Ik lever jaarlijks voor 52 dagen zuurstof'

SAMBEEK - Het is een knoepert van een boom de linde aan de

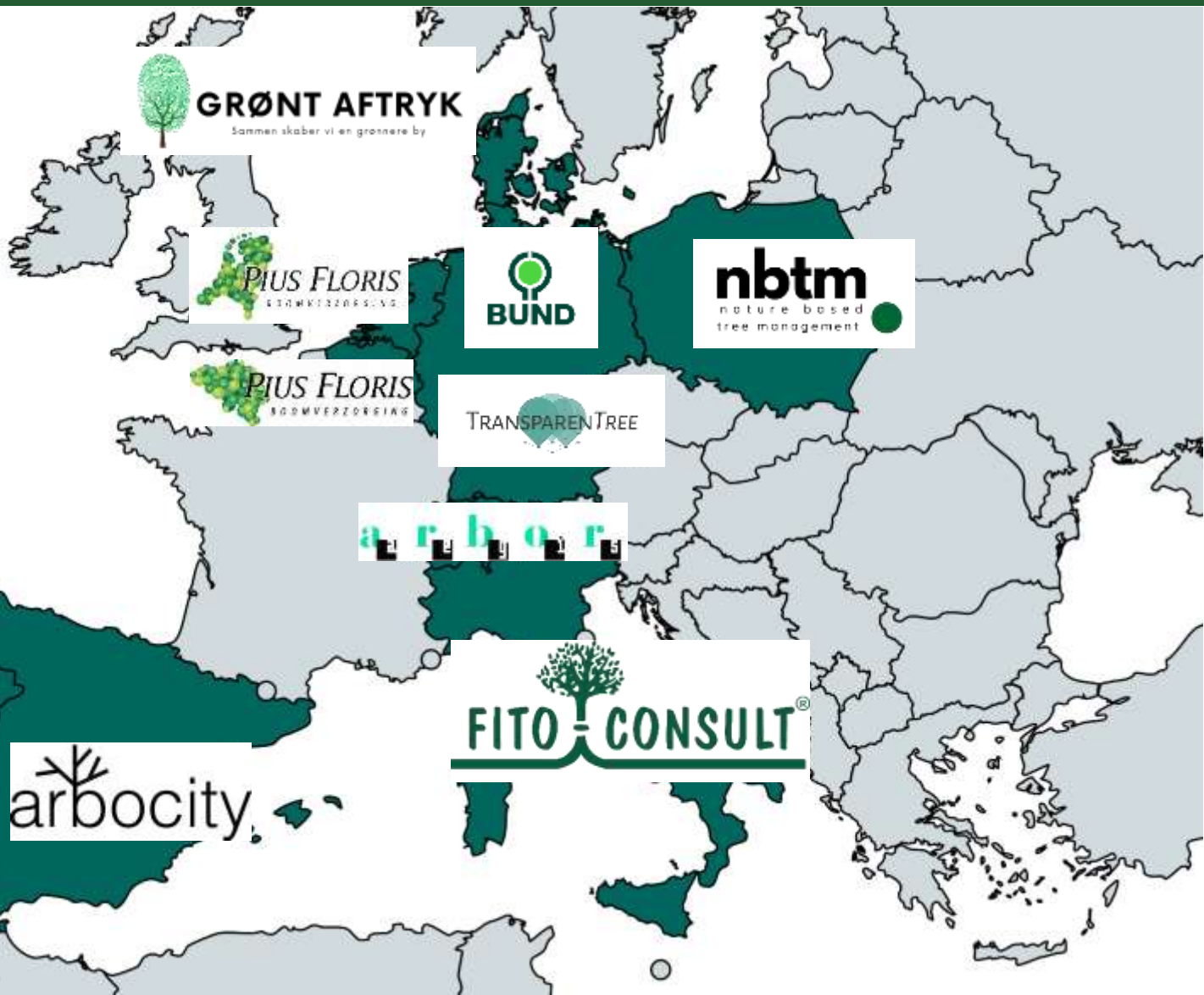


The next level:

European TreeTag Campaign

Contact partners all over Europe





InBIO www.inbio.es
www Universidad de Burgos, Evolución

CEA Centro Ecologia Aplicada

USO INSTITUTO SUPERIOR DE AGRONOMIA

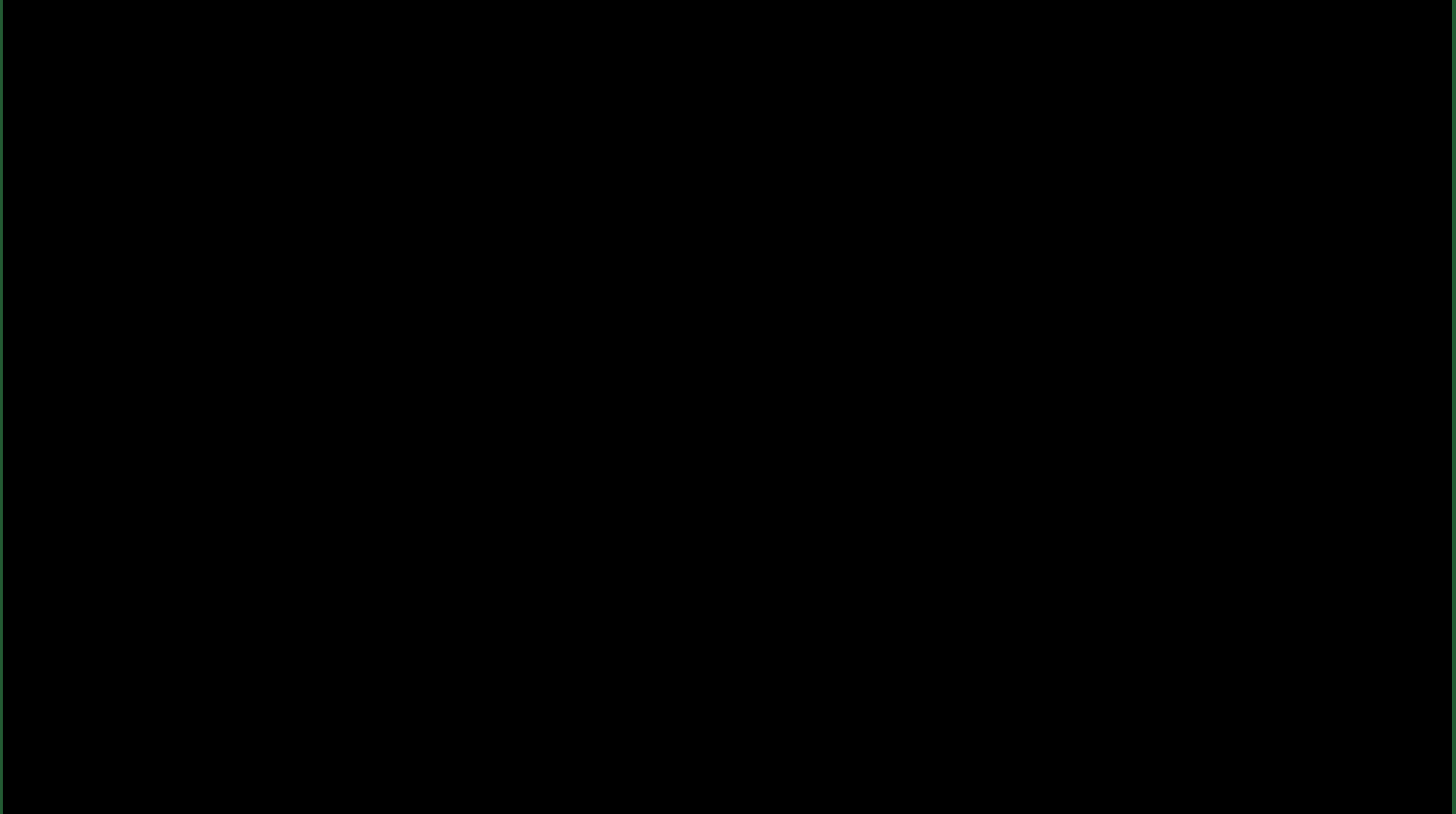
Powered by



i-Tree®

Collaboration 11 partners from 9 countries

The European TreeTag campaign is going to happen!



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]





TREETAG

I am a

I have a trunk circumference of cm

I have a height of m

I have a leaf area of m²

My trunk & branches are made of kg of carbon

I AM IMPORTANT, BECAUSE EVERY YEAR:

I PRODUCE ENOUGH
OXYGEN
FOR 1 PERSON
TO BREATHE FOR
.....
days



I COLLECT
..... litres
OF RAINWATER TO
**PREVENT
FLOODING**



I CLEAN
THE AIR
BY REMOVING
..... grams
OF AIR POLLUTIONS



I STORE
..... grams
OF CO₂, THAT IS
..... miles
OF PETROL CARE USE



AND MUCH MORE!

TAKE A PHOTO, AND TAG ME ON INSTAGRAM

#EUTreeTag

Scan this QR code for more information



This environmentally friendly TreeTag is printed on stonepaper.

GRÖNT AFTRYK

TREETAG
Jeg er en

Jeg har en stamomkreds på
og har en

TRANSPAREN

TREETAG
Ich bin

Ich habe einen Stammdurchmesser von
Ich habe eine Höhe von
Ich überdecke mit meiner Krone
Mein Stamm und meine Äste bestehen aus

ICH BIN WICHTIG, DENN JEDES JAHR:
PRODUZIERE ICH
SAUERSTOFF
FÜR EINE PERSON
ZUM ATMEN
Sammel ich
REGENWASSER UND
FÜR EINE PERSON
VERHINDERE
ÜBERSCHWEMMUNGEN
BINDE ICH
FEINSTAUB
AUF DER LUFT
SPREICHER ICH
CO₂ DAS ENTSPRICHT
FAHRT MIT EINEM AUTO
UND VIELES MEHR!

#EUTreeTag



BUND

TREETAG
Ich bin

Ich habe einen Stammdurchmesser von
Ich habe eine Höhe von
Ich habe eine Krone mit einer Fläche von
Mein Stamm und meine Äste bestehen aus

PIUS FLORIS
BOOMVERZORGING

AHR:

ICH
Liter
WASSER UND
EINE PERSON
**VERHINDERE
SCHWEMMUNGEN**



SPREICHER ICH
kg
CO₂ DAS ENTSPRICHT
FAHRT MIT EINEM AUTO



UND VIELES MEHR!



Homepagina | Treetags x +
treetags.eu/pt-pt

EUROPEAN
TREETAG CAMPAIGN
19 SEPT. 2024 — WWW.TREETAGS.EU

Vamos fazer uma campanha pelas árvores!!! Elas são importantes!

As árvores prestam muitos serviços, como o arrefecimento, a retenção de água, a biodiversidade e a produção de oxigénio. É importante que todos conheçam o valor que as árvores têm no nosso ambiente. Estamos a organizar uma campanha para informar a sociedade sobre os benefícios que as árvores nos proporcionam! No dia **19 de setembro, em toda a Europa**, colocaremos nas árvores cartazes TreeTag com informações sobre cada árvore específica. Qual é o seu tamanho? De que espécie é? Quais os benefícios que ela proporciona? Para cada árvore faremos uma publicação nas redes sociais e neste sítio Web. Ao enviar comunicados de imprensa sobre as árvores etiquetadas, pretendemos chamar a atenção para as árvores e os seus benefícios.

Se tiver uma árvore importante ou quiser contribuir para a campanha, contacte-nos!



Homepagina | Treetags x +
treetags.eu/de

EUROPEAN
TREETAG CAMPAIGN
19 SEPT. 2024 — WWW.TREETAGS.EU

Bäume sind für uns so wichtig! Wir starten eine Kampagne für Bäume - Mach mit!

Bäume sind so wichtig! Sie geben uns die Luft zum Atmen, sie kühlen, sie speichern Wasser, sie reinigen unsere Luft, sie sind Teil unserer Landschaft, sie machen uns glücklich. Kennst du den Wert der Bäume für uns Menschen und für unsere Umwelt?

Um die Menschen über den Nutzen von Bäumen zu informieren, organisieren wir eine Kampagne zum Thema Ökosystemleistung. Am **19. September 2024** werden wir in ganz Europa Plakate mit Informationen zu diesen Leistungen an ausgewählten Bäumen anbringen. Um welche Baumart handelt es sich? Wie groß ist der Baum? Welchen Nutzen bringt er? Jeder dieser Bäume wird auf einer Karte auf der Kampagnen-Website zu finden sein. Über die sozialen Medien und mit Pressemitteilungen wollen wir die Aufmerksamkeit auf die große Bedeutung unserer Bäume lenken.



Homepagina | Treetags x +
treetags.eu/da

EUROPEAN
TREETAG CAMPAIGN
19 SEPT. 2024 — WWW.TREETAGS.EU

Lad os lave en kampagne for træer!!! De er vigtige!

Træer giver mange fordele såsom køling, opsamling af vand, biodiversitet og produktion af ilt. Det er vigtigt, at alle kender værdien af træer i vores miljø. For at formidle fordelene træerne giver, organiserer vi en kampagne for vores træer! Den **19. september vil vi, på tværs af hele Europa**, opsætte TreeTag-skilte på træerne med information om hvert specifikke træ. Hvad er størrelsen? Hvilken art? Og hvilke fordele giver det? Hvert træ vil blive lagt op på de sociale medier og denne hjemmeside. Ved at udsende pressemeddelelser omhandlede disse træer, ønsker vi at gøre opmærksom på træer og deres fordele.

Hvis du har et vigtigt træ eller ønsker du at bidrage til kampagnen, så kontakt os!





The results

RESULTS: more than 700 trees involved in the campaign



i-Tree Eco calculation



i-Tree Eco – calculation of benefits of trees

Inventory data	
Specie (latin)	
Specie (Common)	
Trunk diameter (cm)	cm
Total tree height (m)	m
Live tree height (m)	m
Crown base height (m)	m
Crown width North-South (m)	m
Crown width East-West (m)	m
Crown % missing	% in steps of 5%
Crown health % dieback	% in steps of 5%
Crown light exposure (1-5 sides)	1-5 sides





Calculating services i-Tree

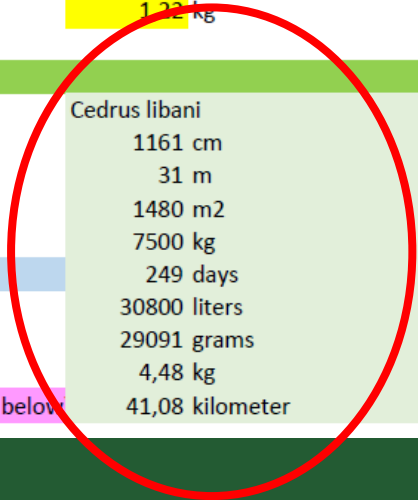
Municipality varesse
 Location giardini estensi

i-Tree Data

Tree specie Cedrus libani
 Leaf area 1480 m²
 Trunk circumference 1161 cm
 Height 31 m
 Amount kg oxygen production / year 154 kg
 Amount m³ avoided run-off / year 30,8 m³
 Amount (grams) air pollution removal / year 29091 gram
 Amount kg stored Carbon (C) 7500 kg
 Amount kg carbon (C) sequestration / year 1,22 kg

TreeTag data

Tree Specie Cedrus libani
 Trunk circumference 1161 cm
 Height 31 m
 Leaf area 1480 m²
 Total stored carbon (C) 7500 kg
 Days of oxygen for 1 person (see formula below) 249 days
 Annual reduce rainwater run-off (liter) 30800 liters
 Annual Air pollution removal (grams) 29091 grams
 Annual capture of carbondioxide CO₂ 4,48 kg
 Annual CO₂ storage - equivalent to car kilometers (see formula below) 41,08 kilometer



RESULTS: overall numbers

CITIES	108
SPECIES	159
STORED CARBON	831.637 KG
YEARLY OXYGEN PRODUCTION	69.590 KG
YEARLY RAINWATER INTERCEPTION	146.847 M3
YEARLY AIR POLLUTION REMOVAL	680.938 GRAMS
YEARLY CO2 REMOVAL	5.192.301 GRAMS
LEAF AREA	285.983 M2

OPENING EVENTS AND LOCAL MEDIA

Opening events in all the countries: 11 am, 19 sept 2024



(SOCIAL) MEDIA IMPACT

#EUTreeTag



Daniele Zanzi
30 agosto 2024

L'Internazionale degli alberi 🌳

Grande attesa per il lancio dell'iniziativa europea TREE TAG

Nove Nazioni europee, in contemporanea il 19 settembre, metteranno in risalto i benefici e i servizi ecosistemici degli alberi.

Oltre 500 alberi, oltre 50 tecnici, social e centinaia di giornalisti i protagonisti della giornata.

In Italia oltre 50 alberi in diverse città e paesi saranno interessati all'iniziativa.

Mentre l'attenzione di molti si focalizza sul "rischio arboreo" (con tutto ciò che il solo termine sottende e implica), l'iniziativa TREE TAG vuole spostare l'attenzione sul più consono "beneficio arboreo".

Chi vuole e può, dia risalto e condivisione all'iniziativa: gli alberi ve ne saranno grati.



Fito-Consult
Pubblicato da Cecilia Zanzi
20 settembre 2024

TREE TAG, un'iniziativa per i nostri alberi!
19 settembre 2024
*** diverse realtà coinvolte in tutta Europa

umani della giornata di ieri.
19 paesi coinvolti in tutta Europa
1.691 alberi su cui è stato apposto il TREETAG
Se vuoi scoprire quali guarda sul sito www.treetag.eu/it

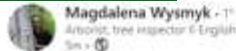
alcune immagini dai paesi europei!

ti un selfie con i treetag e condividilo con noi!

UTreeTag
-Tree Tools



Luis Santos Costa · 27 ottobre
Diretor Espaço Público, Mobilidade e Transportes at Câmara Municipal de Lisboa
EUROPEAN TREETAG CAMPAIGN
19 September 2024 · Taking place in more than 200 locations across Europe
TREETAG labels, printed on sustainable material, were affixed today to ... altro



Magdalena Wyszynka · 11 settembre
Arboretist, tree inspector & English-Polish translator and interpreter & watercolorist...
Proud to be a part of this awareness-raising campaign.

#EUTreeTag

Mostra traduzione

Nature-Based Tree Management

43 follower

Today, as the European TreeTag Campaign unfolds across Europe, the southwest region of Poland, including several participating cities, is facing severe flooding ... altro

Mostra traduzione



TgPadova Telescuovo · Segui
20 settembre 2024
In tutta Europa è stata lanciata la campagna TreeTag, ideata per aumentare la consapevolezza del valore e dell'importanza degli alberi #Padova #alberi #europa #EUtreetag



TG.PADOVA.TELESUOVO.IT
Gli alberi di Padova partecipano alla campagna di valutazione europea #EUTreeTag
104
Commenti: 34 · Condivisioni: 17
Mi piace · Commenta · Condividi



Rispetto per gli alberi, anche a Varese arriva l'iniziativa "TreeTag"

Appuntamento il 19 settembre alle 11 ai piedi del cedro del Libano di Villa Mirà
Organizza FitoConsult insieme ad altri partner europei

alberi fitoconsult natura



Media

ATTUALITÀ

Gli alberi storici di Padova "taggati" per la campagna di valutazione europea

Appesa un'etichetta stampata in materiale sostenibile, che riporta tutti i benefici dell'albero studiato in termini di anidride carbonica assorbita, ossigeno prodotto, polveri sottili rimosse. Tali etichette vengono apposte su alcuni alberi scelti per importanza, posizione o semplicemente per richiamare l'attenzione sui benefici che ci danno ogni giorno



Il Treetag Day nel Parco delle Terme di Boario

di Sandra Simonetti | 20 Set 2024



la campagna TreeTag
l'importanza degli alberi, and



Day. L'Amministrazione
la secondaria Istituto

BROAD STAKEHOLDER ENGAGEMENT

Many stakeholders involved in measuring and tagging trees





Ich bin
eine Lärche

430
cm
100
cm

ICH BIN WIRTLICH STARK, ABER
NICHT
UNANFÄHIG
DIE WÄRMEN

BRINGE ICH
DAS
FUNKELN

TEU-100g

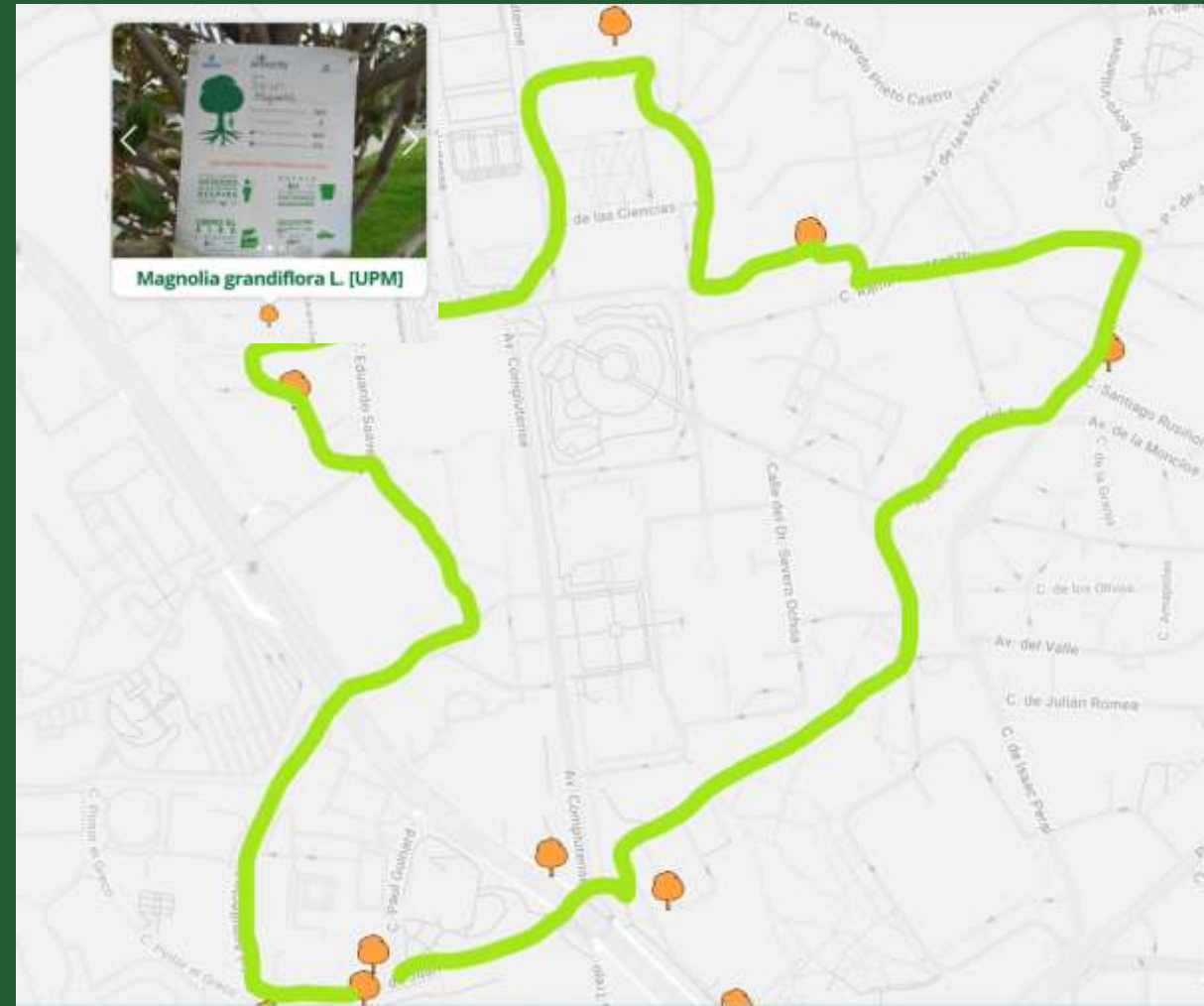


What's next?

Storytelling



Education



TreeTag routes

Happy TreeTag day 2025 - Germany



Mitmachen

Über uns

Mitglied werden

Spenden

BUNDjugend M-V

Newsletter



BUND - Mecklenburg-Vorpommern » Mensch & Umwelt » Alleen

Happy Treetag Day! Das tut der Baum für uns.

Bäume sind wichtig. Wie viel Sauerstoff produziert der Baum? Wie viel Kohlenstoff speichert er? Wir schreiben ihren Wert auf Plakate (Treetags) und befestigen sie an die Bäume. Greifbar und sichtbar für alle.



teilen



posten



mailen

Happy Treetag Day 2025!

Jeder Baum zählt!



Was ist der Treetag Day?

Der Treetag Day ist eine Initiative, die darauf abzielt, die vielfältigen Leistungen unserer Bäume sichtbar zu machen. Durch das Anbringen von sogenannten „Treetags“ oder Baumpässen an Bäumen werden ihre Ökosystemleistungen – wie Sauerstoffproduktion, CO₂-Speicherung und Feinstaubfilterung – für alle greifbar dargestellt.

Fragen?

Jasmin Personn

Projektassistentin Baum- und Alleenschutz

[E-Mail schreiben](#)

Bäume in MV





#EUtreetag

Watch out for the next European TreeTag Day

on 18 September 2026

Help us to raise awareness
about the importance of trees.

Join our TreeTag movement!

And let us create sustainable
urban forests

together with society!



Thanks!

Mark Rotteveel

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